

A system to encode lottery numbers onto magnetic strip cards used as fare cards for public transportation systems. The system is activated by user selection of a lottery option and increased payment at the time of the fare card purchase, or altered after purchase in a separate hardware system. A second unit determines those cards that will be selected for payout (e.g., winning cards). The system is designed to provide additional revenue to replace/reduce government subsidization of public transportation, by collecting additional revenues from that portion of the population that uses the transportation system and opts to participate in the lottery. Most services provided by an electronic media interface (e.g., fare card, credit card, ticket, computer modem, etc.) can be modified to provide this targeted lottery feature.